

Heart of a Woman



Heart of a Woman

Houston Methodist Institute for Technology, Innovation & Education
(MITIE)

Course Director:
Karla Kurrelmeyer, MD

February 11, 2023

[REGISTER NOW](#)

Dear Corporate Partner,

It is our pleasure to invite you to the **Heart of a Woman** on February 11, 2023, at the Houston Methodist Research Institute and Houston Methodist Institute for Technology, Innovation & Training (MITIE).

Program Overview

In women, the greatest cause of death is heart attack. Yet, many women are unaware of the risk factors and the warning signs of heart attack, which differ from those of men. Increased awareness is key to preventing heart problems, so Houston Methodist DeBakey Heart & Vascular Center and the National Federation of Business and Professional Women Clubs – Houston, affiliate of BPW International, are partnering to host “Heart of a Woman.” This exciting conference is designed to educate women about the gender-specific symptoms, diagnosis and treatment of heart disease and how women can proactively improve their own heart health. In addition, guest speakers representing science, medicine, and government will discuss their roles in addressing gender discrepancies in cardiovascular care for women.

Needs Assessment

This course provides nurses, patients, and the public information about prevention, symptoms, diagnosis, and treatment of different heart conditions. During this course, participants will interact with speakers to learn about the topics such as spider veins, atrial fibrillation, healthy heart diets, and more.

Educational Objectives

Upon completion of the conference, participants will be able to:

- Understand how the heart of women differs from men, including the symptoms and treatments of heart disease, atrial fibrillation, heart failure, and more.

Educational Methods

Didactic Lecture

Evaluation Methods

Evaluation by questionnaire will address program content, presentation, and possible bias.

Agenda

Please see the attached agenda.

Target Audience

Registered Nurses, Nurse Practitioners, Patients, and the Public

Supporting Heart of a Woman is a unique prospect to highlight your brand with an engaged and interested target audience. I encourage you to take full advantage of this excellent opportunity to network with your target market.

There are a limited number of exhibit and sponsorship opportunities, so be sure to [REGISTER NOW](#).

If you wish to exhibit and support this event, contact:

Farah Chatila at fchatila@houstonmethodist.org or 346.238.5803 for additional information.

Sincerely,

Karla Kurrelmeyer, MD

Medical Director, Department of Cardiology

Houston Methodist DeBakey Cardiology Associates

EXHIBITOR SUPPORT

Thank you for your participation in our forthcoming Heart of a Woman on February 11, 2023

At the training, we will have the opportunity for in-person exhibit space at the Houston Methodist Institute for Technology, Innovation and Education (MITIESM). Companies will be able to showcase their technology, provide learners with educational resources, contact information, and conduct hands-on presentations and demonstrations. The attendees will be provided ample intermissions between morning and afternoon sessions that will allow attendees to visit your exhibit. Breakfast and snack breaks will also be held near the exhibit area during session intermissions to help increase traffic flow to exhibits.

Exhibitor Support Guidelines:

- Exhibitors can purchase one Exhibitor Support and one Activity-Based or Activity Break Sponsorship

Exhibitor Support- \$1,000

- One 6' x 3' tabletop exhibit with two chairs located in the MITIE Lobby
- Conduct hands-on presentations and demonstrations at your exhibit space
- Recognition in the program syllabus and marketing materials, as well as slides and signage displayed throughout the duration of the event

Exhibit Installation

Date: February 10, 2023

Time: 1pm – 4pm

Exhibit Dismantling

Date: February 11, 2023

Time: 4pm – 5pm

ACTIVITY-BASED SPONSORSHIP SUPPORT

Activity-based sponsorship support includes recognition such as digital signage throughout the event space at MITIE and logo recognition in the program syllabus and marketing materials.

Sponsorship Support Guidelines:

- Exhibitors can purchase one Exhibitor Support and one Sponsorship Support
- It is **not** permitted to purchase Activity-Based Sponsorship Support and Activity Break Sponsorship Support
- Sponsors must select one options only and are permitted to purchase one sponsorship per activity

Activity-Based Sponsorship Support- \$600

- Recognition in the program syllabus and marketing materials, as well as slides and signage displayed throughout the duration of the event

ACTIVITY-BREAK SPONSORSHIP SUPPORT

Activity-break sponsorship support includes support of snack/program intermissions and meals during the event. Please be aware that there are only three support packages available per sponsorship type (i.e. breakfast, snack, lunch, dinner).

Snack/Break Sponsorship– \$1,200

- Support of snack and program intermissions
- Recognition of meal support with enlarged digital logo and support signage
- Recognition in program syllabus

Breakfast Sponsorship - \$1,800

- Support of breakfast and sponsorship
- Recognition of meal support with enlarged digital logo and support signage
- Recognition in program syllabus

Lunch Sponsorship - \$3,000

- Support of lunch and sponsorship
- Recognition of meal support with enlarged digital logo and support signage
- Recognition in program syllabus

Dinner/Reception Sponsorship - \$4,000

- Support of dinner/reception and sponsorship
- Recognition of meal support with enlarged digital logo and support signage
- Recognition in program syllabus

Exhibitor/Sponsorship Registration Deadline: February 11, 2023**OTHER INFORMATION****PAYMENT AND CONFIRMATION**

Exhibits space and sponsorships for this event are limited to first-come, first-serve basis. Applications will not be processed unless the application to exhibit and full payment are received.

Payment (Wire Transfer)**Bank Account Wire Transfer Instructions:**

ABA ROUTING NUMBER: 113011258

BENEFICIARY BANK:

Amegy Bank
P.O. Box 27459
Houston, TX Texas 77227-7459
USA

ACCOUNT NUMBER: 5796478906

BENEFICIARY ACCOUNT NAME: The Houston Methodist Hospital Research Institute

Please indicate “Heart of a Woman” on the payment

Payment (check) If paying by check please make payment to:

MITIE
Houston Methodist Academic Institute

P.O. Box 4805
Houston, TX 77210-4805

Please indicate “Heart of a Woman” on the payment

Payment (Card)

You may submit card payment using our online payment platform [here](#).

Customer ID: “N/A”

Invoice Number: “Support_021123”

EXHIBITOR ELIGIBILITY REQUIREMENTS

For an exhibit application to be accepted for the Houston Methodist Pre-Intern Training for Vascular Residents, the products and services must be educational in nature and relate to the educational activity content. Houston Methodist Pre-Intern Training for Vascular Residents reserves the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization's products and/or services are relevant to the conference content. All exhibits will be reviewed.

EXHIBIT SECURITY

A security guard will not be present during the program. Houston Methodist will not be held responsible for any items left unattended at exhibit tables. All items are left at the risk of the exhibiting organization.

ATTENDEE LISTS

As a health care provider, we must respect the privacy of our attendees/patients. Therefore, only limited attendee contact information will be provided to exhibiting companies (name, affiliation, city and state) when requested. Telephone, fax, email and street addresses will not be distributed.

PHYSICIAN PAYMENT SUNSHINE ACT

Applicable manufacturers providing payments or transfers of value to physicians are responsible for recording and maintaining reporting information of participating physicians. Houston Methodist will not collect, record, nor provide reporting information from physicians that choose to participate by accepting payments or transfers of value from applicable manufacturers.

COVID-19 DISCLAIMER

The format of this activity is subject to change due to extenuating circumstances resulting from the COVID-19 pandemic. Should the activity be cancelled or changed to a new format (i.e. virtual only or some combination of virtual/in-person), Houston Methodist may cancel or modify your registration accordingly. We will make every effort to notify you of a change of format and your registration status before the activity date. Thank you for your understanding.

SHIPPING TO HOUSTON METHODIST RESEARCH INSTITUTE (MITIESM)

Please contact, Farah Chatila at fchatila@houstonmethodist.org if you plan to ship any materials prior to the event. You are responsible for providing all necessary shipping materials as well as all related expenses.